

**REMARKS**

By this amendment, claims 1-7, 14-17 and 19-28 are pending, in which claims 1, 5, 14, 16, 19, and 21 are amended and claims 23-28 are added.

Claims 1, 4-5, 7, 13, 14 and 16-22 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Taubenheim et al.* (US 6,060,997) in view of *Fascenda et al.* (US 5,241,305); claim 2 was rejected under 35 U.S.C. § 103(a) as being unpatentable over *Taubenheim et al.* (US 6,060,997) in view of *Fascenda et al.* (US 5,241,305) and further in view of *Lewis et al.* (US 5,594,945); claims 3 and 6 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Taubenheim et al.* (US 6,060,997) in view of *Fascenda et al.* (US 5,241,305) and further in view of *DeLuca et al.* (US 5,594,945); and claim 15 was rejected under 35 U.S.C. § 103(a) as being unpatentable over *Taubenheim et al.* (US 6,060,997) in view of *Yeh et al.* (US 6,208,717).

The rejection of claims 1, 4-5, 7, 13-14 and 16-22 under 35 USC § 103(a) over *Taubenheim et al.* (US 6,060,997) in view of *Fascenda et al.* (US 5,241,305) is respectfully traversed.

Independent claims 1, 5, 14, 16, 19, and 21, as amended, recite “generating a capcode associated with an advertisement script”, to clarify that a capcode is generated for each advertisement script to be distributed. Many modern pagers may be programmed with more than one capcode each. The present invention makes use of this feature to distribute an advertising script to one or more paging service subscribers having pagers programmed with the same capcode. Furthermore, as set forth in newly presented claim 28, the advertisement script may define dates, times as well as the wording of the advertisement (see, for example, page 7, lines 18-23 in the specification).

In contrast, nothing in *Taubenheim et al.* (US 6,060,997) or *Fascenda et al.* (US 5,241,305), taken either separately or in combination, teaches generating a capcode associated with an advertisement script. Further, the Office Action has shown no motivation to combine these references.

*Taubenheim et al.* (US 6,060,997) relates to a selective calling system and does not teach the use of capcodes to deliver advertisements, instead using a physical address (see column 2, lines 34-41), as noted in Applicant's previous responses.

*Fascenda et al.* (US 5,241,305), on the other hand, discloses the use of capcodes to deliver messages (see, e.g. column 1, lines 14-27), but does not relate to delivery of advertisements. No motivation has been shown as to why the teaching of *Fascenda et al.* should be combined with that of *Taubenheim et al.*, and, as neither reference teaches "generating a capcode associated with an advertisement script," such a combination would not anticipate this step as taught in claims 1, 5, 14, 16, 19 and 21.

Accordingly, independent claims 1, 5, 14, 16, 19, and 21 are in condition for allowance. Further, claims 2-4, 6, 7, 15, 17, 20, and 22, depending correspondingly to independent claims 1, 5, 14, 16, 19, and 21, are allowable for at least the reasons proffered for the allowability of these independent claims.

Newly presented claims 23-27 are added to recite "replaying said advertisement script as a voice signal" (see page 9, line 28 to page 10, line 4 of the specification). This limitation is not disclosed by *Taubenheim et al.* (US 6,060,997) or *Fascenda et al.* (US 5,241,305), either individually or in combination, and new claims 23-27 is therefore allowable.

In contrast, none of the references cited in the Office Action discloses a paging system in which advertisement scripts are attached to a message for a paging service subscriber associated

with a capcode and replayed as voice signals. For example, *Taubenheim et al.* (US 6,060,997), at column 5, line 65 to column 6, line 21, discloses only text messages.

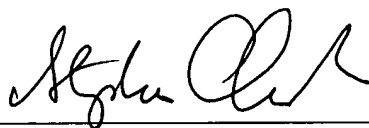
Replaying advertisement scripts as voice signals can overcome the problem of users ignoring advertisements, as a verbal advertisement gets the user's attention more than a textual advertisement, particularly given the small size of the text display in pager units. Typically, a user has to scroll the display to review a text message, and has little or no incentive to do so for an advertisement, whereas a verbal advertisement overcomes this problem.

Therefore, the present response overcomes the rejections of record, placing the present application in condition for allowance. Favorable consideration is respectfully requested. If any unresolved issues remain, it is respectfully requested that the Examiner telephone the undersigned at 703-425-8508 so that such issues may be resolved as expeditiously as possible.

Respectfully Submitted,

DITTHAVONG & CARLSON, P.C.

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Date



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Stephen C. Carlson  
Attorney/Agent for Applicant(s)  
Reg. No. 39929

10507 Braddock Road  
Suite A  
Fairfax, VA 22032  
Tel. (703) 425-8508  
Fax. (703) 425-8518

**APPENDIX**

1. (Four Times Amended) A method of messaging, comprising:

generating a capcode associated with [at least one paging service subscriber] an advertisement script; and

attaching [an] the advertisement script to a message for [the] a paging service subscriber associated with the capcode.

5. (Four Times Amended) A method of providing messaging services to paging units, comprising:

generating a capcode associated with [at least one paging service subscriber] an advertisement script, wherein the generated capcode is stored in a central database;

programming a paging unit of [the] a paging service subscriber with the capcode;

attaching [an] the advertisement script to a message for the paging service subscriber associated with the programmed capcode; and

transmitting the advertisement script and the message to the paging unit.

14. (Three Times Amended) A method of messaging, comprising:

generating a capcode associated with [at least one paging service subscriber] an advertisement script, wherein the capcode is among a plurality of capcodes corresponding

to a plurality of paging service

subscriber types; and

attaching [an] the advertisement script to a message for [the] a paging service subscriber associated with the capcode.

16. (Three Times Amended) A method of messaging, comprising:

generating a capcode among a plurality of capcodes associated with [at least one paging service subscriber] an advertisement script; and

attaching [an] the advertisement script to a page message for [the] a paging service subscriber having the capcode.

19. (Three Times Amended) A method for supporting messaging to paging units, comprising:

generating a capcode associated with [at least one paging service subscriber] an advertisement script, wherein the generated capcode is stored in a central database, the capcode corresponding to a paging service subscriber type; and

programming a paging unit of [the] a paging service subscriber with the capcode, wherein [an] the advertisement script is transmitted with a message for the paging service subscriber having the programmed capcode.

21. (Three Times Amended) A method for supporting messaging to paging units, comprising:

generating a capcode among a plurality of capcodes associated with [at least one paging service subscriber] an advertisement script, wherein the generated capcode is stored in a central database;

programming a paging unit of [the] a paging service subscriber with the capcode, wherein [an] the advertisement script is transmitted with a message for the paging service subscriber having the programmed capcode.

23. (New) A method of messaging, comprising:  
generating a capcode associated with at least one paging service subscriber;  
attaching an advertisement script to a message for the paging service subscriber associated  
with the capcode; and  
replaying said advertisement script as a voice signal.
24. (New) The method of Claim 1, further comprising replaying said advertisement script as a  
voice signal.
25. (New) The method of Claim 5, further comprising replaying said advertisement script as a  
voice signal.
26. (New) The method of Claim 14, further comprising replaying said advertisement script as  
a voice signal.
27. (New) The method of Claim 16, further comprising replaying said advertisement script as  
a voice signal.
28. (New) The method of Claim 1, wherein the advertisement script includes wording of an  
advertisement and a date and time of when to broadcast the advertisement.